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# MyLatinAmerica

A Shutterstock Content Brief

2023





## Overview

Clients in Latin America, regardless of their specific industry, come to Shutterstock looking for content that reflects a local, first hand perspective of their part of the world. Their ideal content demonstrates a cultural understanding of Latin America and reflects the diversity within the region. Read further to learn how to fulfill this content need from this growing market, including Brazil and Mexico.



# Style

Natural representations of everyday life in Latin America.

Clients are interested in seeing models from the region appearing candid and natural in accurate environments. It's important that the setting is distinct to the Latin American country that the content is shot in. Clients pay attention to the backgrounds, houses, roads, kitchens, cities, vegetation, driveways, beaches, bars, and bathrooms that are featured in the image, even if incidental.

Given that there is a variety of climates in Latin America, from tropical rainforests to mountains to deserts to humid beaches, make sure your models are dressed appropriately. In addition, remember to depict people dressed casually. Clients are interested in a more informal look and prefer models not be overly styled.





## Daily Life

Daily life of hispanic, black and indigenous communities, at home, cleaning, preparing meals, doing laundry, working from home etc. Daily activities outside the home such as spending time at the beach, playing with the local soccer/football team, getting juice with friends, sitting at a local bar, enjoying a barbeque, playing cards, etc.

## Technology

Common use of smartphones in various scenarios such as ordering take out or messaging a friend. Hispanic, black and indigenous people working from home on a desktop computer or laptop. Financial transactions including contactless payment, online shopping, and paying bills.

## Sustainability

Latin America is a region rich in diverse geography, terrain, agriculture, and industry. Showcase hispanic, black and indigenous people in unique settings and jobs. For example, farmers in Mexico cultivating agave or copper miners in Chile. Include vegetation and environmental details that are accurate to the region.

## Business

Latin American people in the workplace. Reflect diversity by showing woman in positions of power, hispanic, black and indigenous people in business, and middle aged employees. The dress code can be casual and cool, especially for tropical climates. Commuting to and from work on public transit, bike, skate or foot (but never with headphones).

## Education/Early Life

Scenes of hispanic, black and indigenous students from pre-k to university going to and from school. Stories of online learning at home or in other environments. After school activities, especially playing sports like soccer/football and volleyball. Lunch with classmates. Student internships. Black university students in Brazilian classrooms.





# Video

We especially need model released videos of Mexico and Brazil. Here are some specs to keep in mind:

**Frame Rate:** 23.98p

**Resolution:** (Cinema 4k) 4096x2160  
(UHD) 3840x2160  
(HD) 1920x1080

**Shutter Speed:** 180 (1/48th)

**Gamma:** Rec 709  
Wide Dynamic Range

**Compression:** Pro-Res 422 (HQ)  
H.264 (max bit rate and depth)





## Metadata

When submitting content for this request, include “MyLatinAmerica” in your keywords. You can include up to 50 keywords and a 200 character description for each asset. The more rich, relevant, and descriptive [metadata](#) you provide, the better. We strongly recommend you include location information in your metadata - these details are incredibly valuable to clients!

If you currently have MyLatinAmerica content published to your portfolio, add the keyword “MyLatinAmerica” using [Catalog Manager](#). We also encourage you to [create sets](#) of MyLatinAmerica content and share them with us.

# Thank you!

We can't wait to see what you create.



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